

Message Text

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PAGE 01 JIDDA 04108 031450Z
ACTION NEA-11

INFO OCT-01 ISO-00 EB-08 DOE-15 SOE-02 OES-07 /044 W
-----069832 040955Z /15

R 031332Z JUNE 78
FM AMEMBASSY JIDDA
TO USDOC WASHDC
INFO SECSTATE WASHDC 2232
USINT BAGHDAD
AMEMBASSY MANAMA
AMCONSUL DHAHRAN
AMEMBASSY KUWAIT
AMEMBASSY TEHRAN
AMCONSUL SHIRAZ
AMEMBASSY CAIRO
USLO RIYADH

UNCLAS JIDDA 4108

E.O. 11652: N/A
TAGS: BEXP, BTRA, SA
SUBJ: TRADE PROMOTIONAL POSSIBILITIES FOR ENERGY CONSERVATION
AND ENERGY ALTERNATIVES IN SAUDI ARABIA

REF: STATE 133362

1. EMBASSY BELIEVES THAT MISSION PROPOSED IN REFTL
WILL HAVE NO SUCCESS HEREIN VIEW OF EXTENSIVE
AVAILABILITY OF CHEAP ENERGY AND SAG POLICY THAT
GOES SO FAR AS TO SUBSIDIZE ENERGY COSTS TO LOCAL
POPULATION AND INDUSTRY. WE PREFER TO SEE USDOC EFFORT
PLACED IN EARLY SCHEDULING OF HEALTH, FURNITURE OR OTHER
MORE FEASIBLE MISSION FOR 1979.
TO AVOID TAG END CURSH OF HAJ SEASON ANY MISSION IN
DECEMBER 1979 WOULD HAVE TO BE PROGRAMED IN MIDDLE OR
LAST HALF OF MONTH.

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2. WITH GASOLINE CURRENTLY SELLING AT ABOUT 13 CENST PER
U.S. GALLON AND DIESEL FUEL FOR LESS, PETROULEUM FUEL
IS IN MINOR COST ITEM IN LOCAL INDUSTRIAL INVESTMETN
EMBASSY BELIEVES THAT TRADE MISSION CONSERVATION THEME
IS NOT FEASIBLE AT THIS TIME. SAUDI ARABIA HAS SHOWN
GOVERNMENTAL INTEREST IN ENERGY SAVING PARTICULARLY

IN USES OF SOLAR ENERGY BECAUSE OF THE ABUNDANCE OF
SUNSHINE HERE AND WOULD BE RECEPTIVE TO NEW SOLAR
EQUIPMENT BECAUSE THERE IS POPULAR. COMMERCIAL
INTEREST, HOWEVER, IS MINIMAL IN ALL ENERGY CONSERVATION.

3. ADDITIONALLY, SAUDI INDUSTRY IS IN ITS INFANCY.
SAUDI ARABIA IS USING ONLY 5 PERCENT OF ITS OIL
PRODUCTION DOMESTICALLY. COMPANIES WISHING TO MAKE
COMMERCIAL AGREEMENTS COVERING IMPROVEMENT OF ENERGY-
USING PROCESSES, WILL HAVE HARD GOING HERE. WE DO NOT
FEEL THAT THE EXPENDITURES THAT COULD BE INCURRED BY
COMMERCE AND PARTICIPANTS IN PRODUCT IN A PRODUCT AREA WITH SO
LITTLE CURRENT POTENTIAL WILL BE BENEFICIAL TO THE
TRADEMISSION PROGRAM ON THE COMPANIES. FOR THE
ABOVE REASONS. EMBASSY DECLINES THE MISSION.
WEST

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NNN

*** Current Handling Restrictions *** n/a

*** Current Classification *** UNCLASSIFIED

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